



Joachim Abiodun

Covenant University Ota Ogun State, Nigeria

## Article

### Determinants of Customer Loyalty and Recommendations to Others in the Nigerian Telecommunication Industry

Abiodun, A J, Oyeniya, O J, Osibanjo O A

ANVESH Journal of Management 01/2012; 5(3):1-8.

**ABSTRACT** This study presents empirical evidence on the determinants of customers' loyalty and recommendations to others in the mobile phone market in developing economy. Results of analyses of data obtained from 135 customers of mobile telecommunication [more]

0 ▲ 0 ▼ · 0 BOOKMARKS · 6 VIEWS

CITATIONS (0) CITED IN  
(0)

Data provided are for informational purposes only. Although carefully collected, accuracy cannot be guaranteed. The impact factor represents a rough estimation of the journal's impact factor and does not reflect the actual current impact factor. Publisher conditions are provided by RoMEO. Differing provisions from the publisher's actual policy or licence agreement may be applicable.

# ARE YOU GETTING CREDIT FOR ALL OF YOUR RESEARCH?

Publish your research data on ResearchGate  
to increase the visibility of your work.

[Publish Data](#)[Request full-text](#)

#### SIMILAR PUBLICATIONS

##### Managing Retention in Service Relationships

Sam Aflaki, Ioana Popescu

---

**The impact of salespeople's relational behaviors and organizational fairness on customer loyalty: An empirical study in B-to-B relationships**

Juliet F. Poujol , Béatrice Siadou-martin, David Vidal, Ghislaine Pellat

---

**Are customer satisfaction and customer loyalty drivers of customer lifetime value in mobile data services: a comparative cross-country study**

Jia-Yin Qi, Yong-Pin Zhou, Wen-Jing Chen, Qi-Xing Qu

Have you published

Yes

No

before?